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**United States Patent Application**  
**COMBINED DECLARATION AND POWER OF ATTORNEY**

As a below named inventor I hereby declare that: my residence, post office address and citizenship are as stated below next to my name; that

I verily believe I am the original, first and sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are named below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: **SYSTEM AND METHOD FOR SELECTING CONTENT FOR DISPLAYING OVER THE INTERNET BASED UPON SOME USER INPUT**

The specification of which

- a.  is attached hereto
- b.  was filed on September 4, 2001 as application serial no. 09/946,061 and was amended on (if applicable) (in the case of a PCT-filed application) described and claimed in international no. filed and as amended on (if any), which I have reviewed and for which I solicit a United States patent.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56 (attached hereto).

I hereby claim foreign priority benefits under Title 35, United States Code, § 119/365 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on the basis of which priority is claimed:

- a.  no such applications have been filed.
- b.  such applications have been filed as follows:

FOREIGN APPLICATION(S), IF ANY, CLAIMING PRIORITY UNDER 35 USC § 119			
COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)
ALL FOREIGN APPLICATION(S), IF ANY, FILED BEFORE THE PRIORITY APPLICATION(S)			
COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)

I hereby claim the benefit under Title 35, United States Code, § 120/365 of any United States and PCT international application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. APPLICATION NUMBER	DATE OF FILING (day, month, year)	STATUS (patented, pending, abandoned)

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below:

U.S. PROVISIONAL APPLICATION NUMBER	DATE OF FILING (Day, Month, Year)
60/229,779	September 1, 2000

I hereby appoint the following attorney(s) and/or patent agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith: I appoint the following:

Charles Beaman, Reg. 29,249  
 Louis J. Bovasso, Reg. 24,075  
 Marc E. Brown, Reg. 28,590  
 Christopher Darrow, Reg. 30,166  
 Michael B. Farber, Reg. 32,612  
 Scott R. Hansen, Reg. 38,486  
 Michael D. Harris, Reg. 26,590  
 Douglas N. Larson, Reg. 29,401  
 Spyros J. Lazaris, Reg. 45,981  
 Hung Ob, Reg. P45,583  
 David J. Oldenkamp, Reg. 29,421  
 William Poins, Reg. 18,782  
 Alan C. Rose, Reg. 17,047  
 Charles Rosenberg, Reg. 31,464

Guy P. Smith, Reg. 20,142  
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 Gregory B. Wood, Reg. 28,133  
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 Harold D. Jasram, Reg. 19,777  
 Alan D. Kamrath, Reg. 28,227  
 Chad Klingbeil, Reg. 33,002  
 Craig J. Larwick, Reg. 35,244  
 Cyrus Marion, Reg. 44,954  
 Bruce Carter, Reg. 34,792  
 Louis C. Culman, Reg. 39,645  
 Monique Heynrick, Reg. P44,763  
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 Esther La, Reg. 43,734  
 Leah Sherry, Reg. 43,918  
 Marc Bobys, Reg. 45,267

I hereby authorize them to act and rely on instructions from and communicate directly with the person/assignee/attorney/firm/ organization he/which first sends/sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be presented unless/until I instruct Oppenheimer Wolff & Donnelly LLP to the contrary.

Please direct all correspondence in this case to Oppenheimer Wolff & Donnelly LLP at the address indicated below:

**OPPENHEIMER WOLFF & DONNELLY LLP**  
 2029 CENTURY PARK EAST  
 38TH FLOOR  
 LOS ANGELES, CA 90067-3024

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2	Full Name Of Inventor	Family Name	First Given Name	Second Given Name
	Licon		Roberto	
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Signature of Inventor 201 Donald Wensley on behalf of Unsigned inventor, Roberto Licon:				Date: <i>Dec 1st 2002</i>
				3 - 26 - 02

2	Full Name Of Inventor	Family Name	First Given Name	Second Given Name
	Bensky		Andrew	
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Signature of Inventor 202:				Date:

I hereby appoint the following attorney(s) or patent agent(s) to prosecute this application, and transact all business in the Patent and Trademark Office connected therewith; I appoint the following:

Charles Berman, Reg. 29,249  
Louis J. Bovasso, Reg. 24,075  
Marc E. Brown, Reg. 28,590  
Christopher Darrow, Reg. 30,166  
Michael B. Farber, Reg. 32,612  
Scott R. Hansen, Reg. 38,486  
Michael D. Harris, Reg. 26,690  
Douglas N. Larson, Reg. 29,401  
Spyros J. Lazaris, Reg. 45,981  
Sung Oh, Reg. P45,583  
David J. Oldenkamp, Reg. 29,421  
William Potts, Reg. 18,782  
Alan C. Rose, Reg. 17,047  
Charles Rosenberg, Reg. 31,464

Guy P. Smith, Reg. 20,142  
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Gregory B. Wood, Reg. 28,133  
Daniel Chapik, Reg. 43,424  
Harold D. Jastram, Reg. 19,777  
Alan D. Kamrath, Reg. 28,227  
Chad Klingbeil, Reg. 33,002  
Craig J. Lervick, Reg. 35,244  
Cyrus Morton, Reg. 44,954  
Bruce Custer, Reg. 34,792  
Louis C. Cullinan, Reg. 39,645  
Monique Heyninck, Reg. P44,763  
James W. Inskeep, Reg. 33,910

Kurt A. MacLean, Reg. 31,118  
Ben H. Bedi, Reg. 39,904  
Everett George Beers, Reg. 40,508  
Michael K. Bosworth, Reg. 28,186  
Justin F. Boyce, Reg. 40,920  
Chris W. Chou, Reg. 41,672  
Anthony B. Diepenbrock III, Reg. 39,960  
Robert O. Guillot, Reg. 28,852  
Claude A.S. Hamrick, Reg. 22,586  
Esther La, Reg. 43,734  
Leah Sherry, Reg. 43,918  
Marc Bobys, Reg. 45,267

I hereby authorize them to act and rely on instructions from and communicate directly with the person/assignee/attorney/firm/ organization who/which first sends/sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct Oppenheimer Wolff & Donnelly LLP to the contrary.

Please direct all correspondence in this case to Oppenheimer Wolff & Donnelly LLP at the address indicated below:

OPPENHEIMER WOLFF & DONNELLY LLP  
2029 CENTURY PARK EAST  
38TH FLOOR  
LOS ANGELES, CA 90067-3024

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2	Full Name Of Inventor	Family Name Licon	First Given Name Robert	Second Given Name
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Signature of Inventor 201:			Date	

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Signature of Inventor 204:			Date:	

1	Full Name Of Inventor	Family Name Peppireddi	First Given Name Naga	Second Given Name
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2	Full Name Of Inventor	Family Name Swan	First Given Name Erik	Second Given Name
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Signature of Inventor 203:			Date:	

2	Full Name Of Inventor	Family Name Ingram	First Given Name Paul	Second Given Name
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Signature of Inventor 204:			Date:	

2	Full Name Of Inventor	Family Name Pappireddi	First Given Name Naga	Second Given Name
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Signature of Inventor 205:			Date:	

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Signature of Inventor 206:			Date: <i>Michael D. Fox</i> 12-28-01	

**56 Duty to disclose information material to patentability.**

(a) A patent by its very nature is associated with a public interest. The public interest is served, and the most effective examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any other claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of an existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office is practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

- (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
- (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

- (1) It establishes, by itself or in combination with other information, a prima facie case of unpatentability of a claim;
- (2) It refutes, or is inconsistent with, a position the applicant takes in:
  - (i) Opposing an argument of unpatentability relied on by the Office, or
  - (ii) Asserting an argument of patentability.

A prima facie case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the burden-of-evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

- (1) Each inventor named in the application;
- (2) Each attorney or agent who prepares or prosecutes the application; and
- (3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.